

Nurse Tippit has a gentleman beau! Yes, and he's brought her candy every Thursday evening for four and a half (4½) years. And now—

Just look!

He's holding her hand for the first time, and thrills are running clear up to his back collar-button.

Isn't it fortunate that Nurse Tippit has such nice, soft hands? That's what comes of always using Ivory Soap.



C.E.P.

Sally is—why, she's crying!

Let's listen while she tells her mother.

"The other car p-passed us and s-s-plashed greasy m-mud all over m-my new s-silk b-blouse."

"Well, now, Sally darling, don't worry," says Mrs. Jollyco, all soothly and sympathetic, "we'll wash it safely with Ivory Flakes and it will be just as nice as ever."

Gracious! What a relief. We thought we'd have to comfort Sally, and we're not a bit good at that sort of thing.

What soap can do to promote beauty

"I am in sympathy," a great dermatologist wrote to us recently, "with the effort to teach the world that the useful function of soap is its cleansing quality, and if I can in any way aid in that work, I shall be glad to do so."

This physician—an outstanding authority in his profession—has for years been combatting mistaken ideas about the care of the complexion.

He knows the harm women are doing to their skin every day by the use of *unsuitable* soaps or the *misuse* of soaps.

Dangerous Massages

For example, many women believe that a soap massage "feeds" the skin with oil, thus preventing or curing skin troubles.

Few beliefs could be fraught with more danger to the skin.

When combined with other materials to make soap, oil is no longer oil. It is SOAP. And soap, no matter how pure, should NOT be rubbed into the skin.

Soap should be used to CLEANSE, and for no other purpose. A thoroughly FINE soap cleanses without rubbing, and cleanses SAFELY.

Ivory is thorough, yet safe and gentle

To perform its thorough, yet safe and gentle, cleansing function, Ivory Soap needs no rubbing in.

Ivory is a safe, gentle soap because it is pure and mild and is made from the very *finest* materials. It is creamy white, too, as a fine soap *should* be.

Daily washing with warm water and Ivory Soap is the only "method" needed to keep the skin clean. A really healthy skin is always a clean skin, and usually a *beautiful* skin.

Ivory's pure, mild, quick-rinsing lather has brought delightfully refreshing cleanliness to millions of lovely complexions since 1879.

PROCTER & GAMBLE

IVORY SOAP

99 ⁴⁴/₁₀₀ % PURE IT FLOATS



A Flaked Soap which meets the important safety test

Before you trust your costly fine fabrics to any soap, in any form, a doubt naturally comes up in your mind.

"Is this soap really safe?"

Ask yourself: "Would I be willing to use this soap on my face?"

A soap which is too strong for your face is *naturally* too strong for your delicate and costly garments.

Ivory Flakes is simply Ivory Soap in flake form. Of course it fully meets this important safety test.

For Ivory Soap, pure, mild, gentle, white—has protected the faces and hands of millions of women since 1879.

Ivory Flakes offers you a real margin of safety for cleansing the very *finest* garments you own.

